



MOROCCO: GATE TO NORTH & WEST AFRICAN MARKETS



EXPERTS IN BUSINESS DEVELOPMENT IN AFRICA

COVERAGE AND LOCAL DELEGATES IN:

- Algeria
- Morocco
- Tunisia
- Egypt
- Mauritania
- Senegal
- Ivory Coast
- Ghana
- Kenya
- Nigeria
- Cameroon
- Angola
- South Africa
- Tanzania
- Rwanda
- UAE
- Qatar
- Mozambique



INDEGATE METHODOLOGY

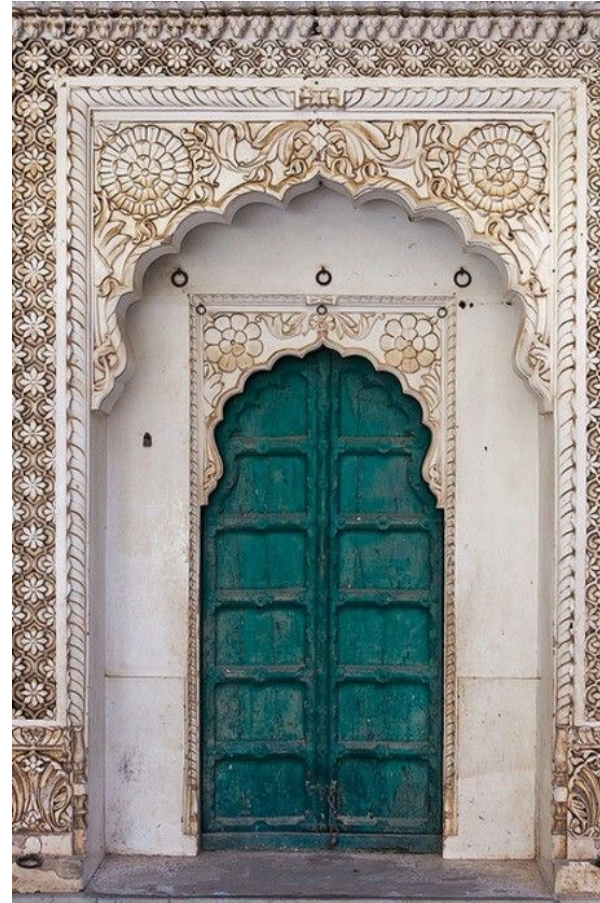


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MOROCCO, THE GATE TO NORTH AFRICA

| Small Business |
E»»port
Delaware

Morocco, The Gate to North Africa



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Introduction



List of Countries



Country Description



Main Sectors

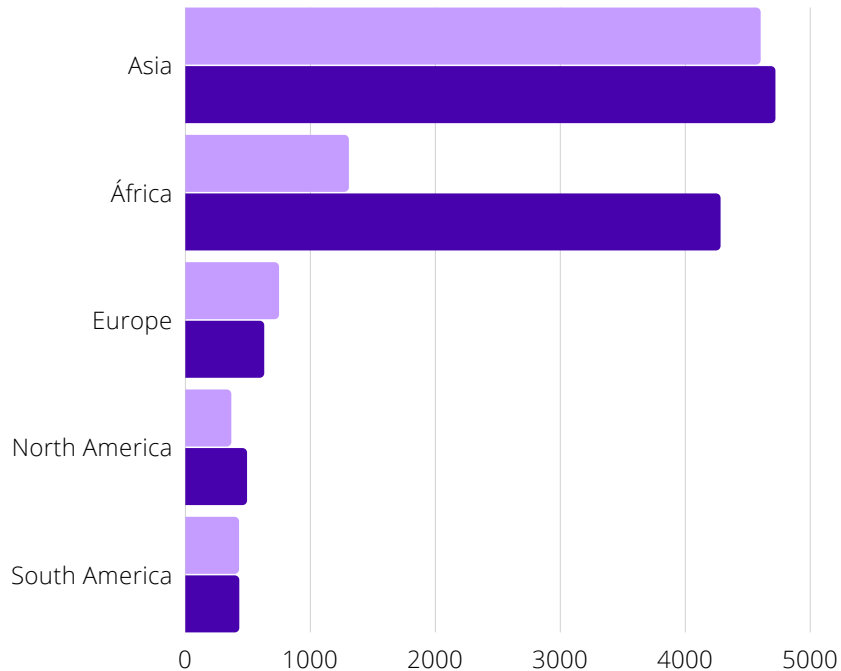


Business Opportunities and
Success Stories

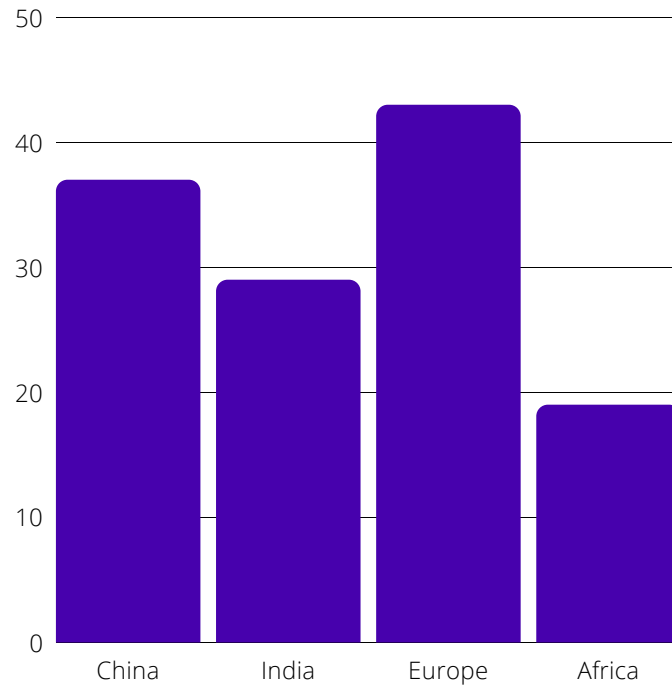


Africa, the continent of the future

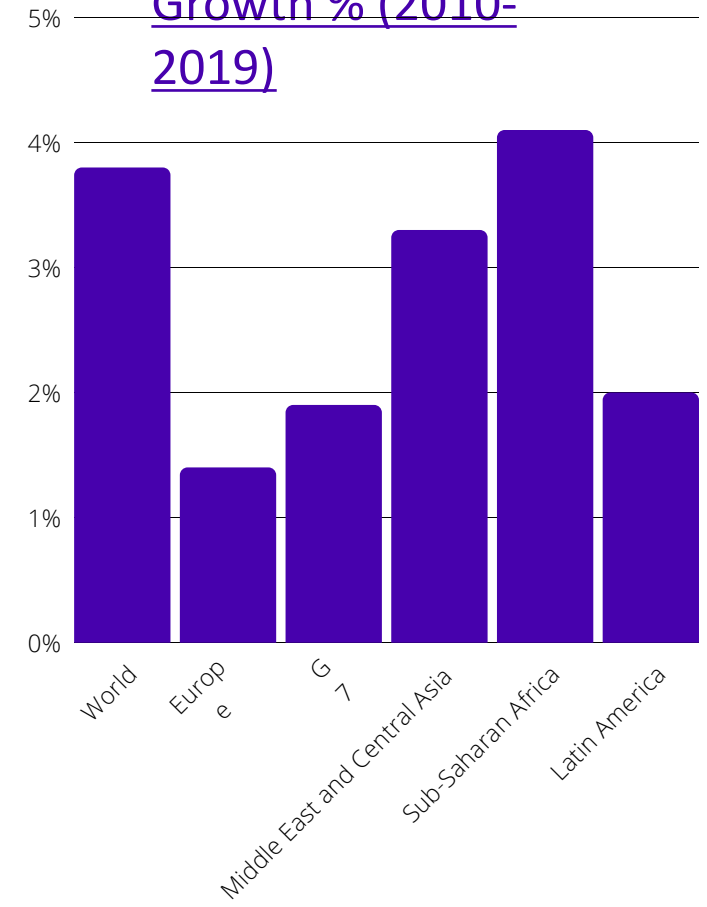
Evolution of the population
2020-2100



Average Age (2019)



10 Year Average GDP
Growth % (2010-
2019)



Countries with the most opportunities 04

Northern Africa

Morocco
Algeria
Tunisia
Egypt



Western Africa

Senegal
Ivory Coast
Ghana



Central Africa

Nigeria
Cameroon



Southern Africa

Angola
South Africa
Mozambique



Eastern Africa

Kenya
Tanzania
Ethiopia
Rwanda



CASABLANCA, ECONOMIC CAPITAL



CASABLANCA, WESTERNISED CITY



TANGER MED: LARGEST PORT IN AFRICA



IFRANE, LITTLE SWISS



Morocco

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Became an independent country in 1956.

Is the 18th biggest african country (If we include Western Sahara) and the 11th most populated (37 million).

Casablanca has 3,6 million inhabitants and it is Morocco's business capital.

Regarding foreign languages:

- 33% can speak and read French
- 21% Spanish
- 14% English



Is the 5th largest african economy

58th in the Index Doing Business Ranking

190 countries analyzed

One of the Most Estable Countries







Unitary parliamentary semi-constitutional monarchy

Multiple Free Trade Agreements

Free trade agreements with

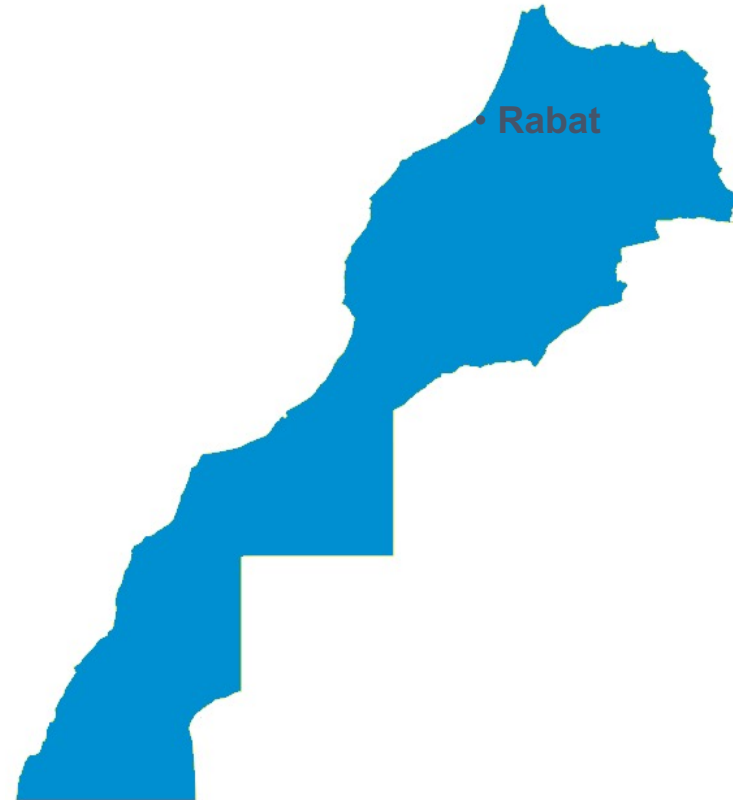
- European Union
- United States
- AfCFTA
- Negotiating with Canada

DEVELOPING COUNTRY, CLOSE AND SAFE

	Capital	Rabat
	Area	710 850 KM ²
	Population	33.8 millones (2015)
	Main cities	Casablanca (5 m) Rabat (2m) Fez (1m) Marrakech (1m) Tanger (1m)
	Population urban	63.3% (2019)
	Growth rate	+1.25 % (2019)

 Exports: agriculture and fishing products, textiles, phosfates and automotive

 **1** First country to recognize US Independence 1777



MOROCCAN INFRASTRUCTURE

Morocco, 1st in North Africa - WEF



Airports

- 14 International Airports
- Casablanca #1 Europe-Africa hub



Motorways

- 2.000 km in 2018



Ports:

- 38 ports, 13 open to international trade
- Ports manage 98% of foreign trade in Morocco

« Tanger Med » :

Achievements:

- Capacity 9 millions TEUs en 2021
- World Top 15



Tramways

- Rabat & Casablanca



Railway network

- First HST en Africa (Tanger-Casablanca) 2015

Morocco's Main Sectors



Car Industry

South Africa, Morocco and Egypt are the three biggest car manufacturers in Africa.

By 2030 Morocco is expected to become the most important one.

Agriculture and fishing

Employs more than 40% of the population. Agriculture development and productivity increase as government's priority.

Phosphate

Morocco has 70% of the world's reserves. It has become the number one African fertilizer producer and provider thanks to OCP, the largest Moroccan company.

Clothing Industry

Supplier of French and Spanish apparel companies like Inditex. Due to shortened value chain, textile industry will see a move from Asia to Morocco and North Africa.



Morocco's Opportunities and Success Stories

Opportunities

- To position the country as a key player in the value chain of European economies.
- The relocation of clothing factories from Asia to Europe or geographically close countries.
- Offshoring and relocation of high added value services. Casablanca Finance City.
- Renewable energies. Noor, largest African solar plant.
- Tanger-Med became in 2020 1st container transshipment port in Mediterranean sea & Africa.

Success Stories

- Financial Services.
- Noor Solar Project.
- Tanger-Med Port.

Gate to North Africa

- Geographical location.
- Free trade agreements and strong ties with the other African countries.
 - Reciprocal development:
 - Morocco
 - Rest of Africa
- Consolidation of the American and Moroccan relations.
 - Prosper Africa
- First in terms of Foreign Direct Investment.
- Regional hub.

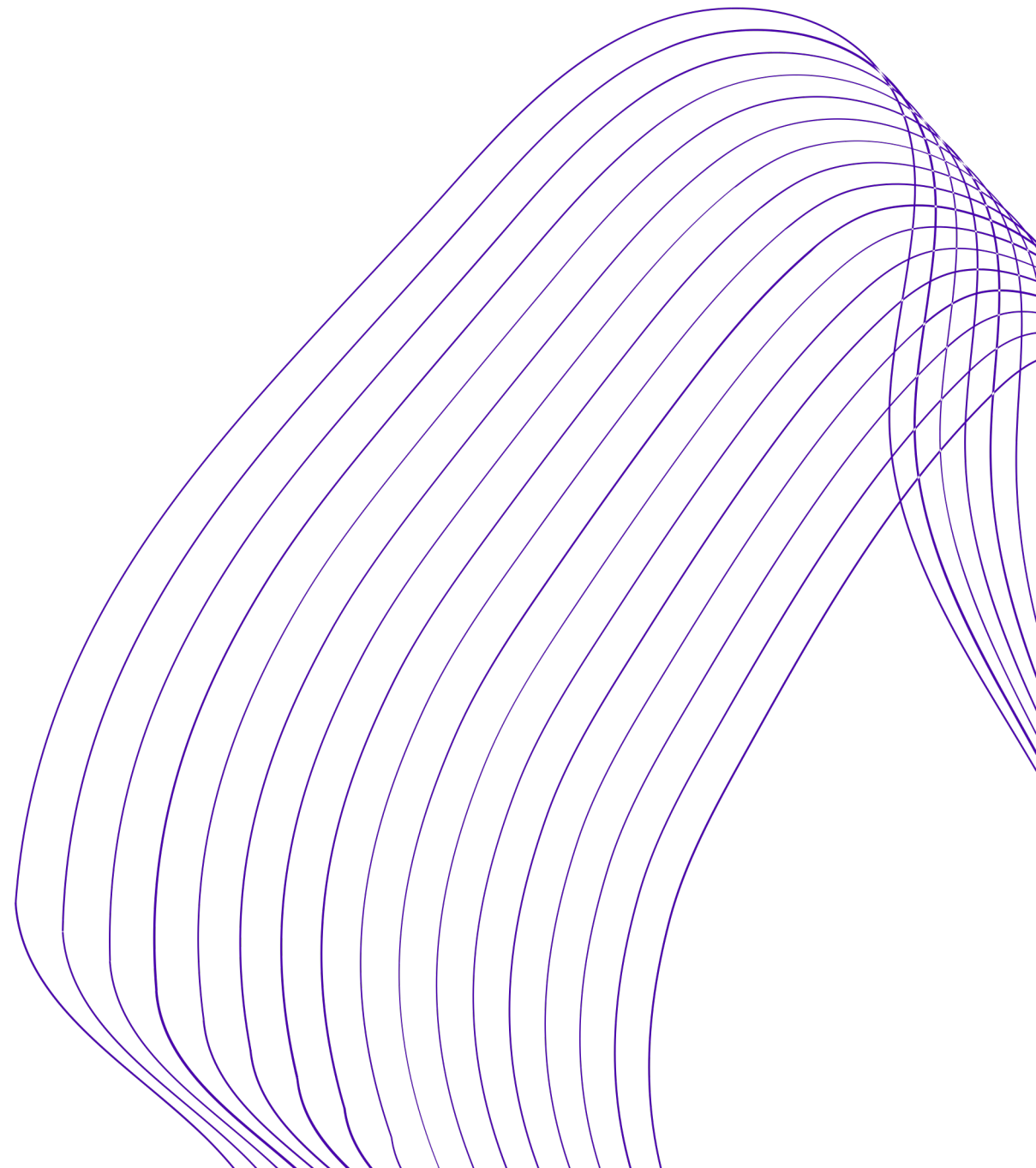


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North Africa



Algeria

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It is the biggest African country and the 10th in the world.

It has the highest life expectancy at birth in Africa.

It has almost 44 million inhabitants and is the 9th most populated African country.

Is the second largest Francophone country in the world in terms of speakers, in 2008 11 million Algerians (33%) could read and speak this language.



4th biggest African
Economy and the 10th
With Regards to GDP Per
Capita

Free Trade Agreements
Signed With the EU and
AfcFTA. Member of Pan-Arab
Free Trade Area

The country has repealed in
2020 the controversial 49-
51% rule

Algeria's Population is
Concentrated in the Coastal
Area



Algeria's Main Sectors

Hydrocarbons

Algeria has the 10th largest reserves of natural gas in the world.

Hydrocarbons account for 95% of export earnings, 60% of budget revenues and 30% of GDP.

Others

- Chemicals and precious metals (1%)
- Fertilizers (1%)
- Sugar (0,65%)



Algeria's Opportunities and Success Stories

Opportunities

- Additional Financial Act (AFA)
 - Foreign companies can acquire any algerian counterpart except in strategic sectors and purchase and resale activities.
 - Foreign companies will now be able to finance their investments through loans provided by foreign banks.
 - Renewable energies, infrastructure (4G or Optic fiber), hospitality, agriculture, automobile industry, etc.

Success Stories

- CasbahTech

Tunisia

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Is the smallest country both in size and population (11,8 million) of North Africa.

Two thirds of Tunisian citizens live in urban areas. Over 2 million live in Tunis' metropolitan area.

54th in the 2020 Democracy Index, it is the 4rd African country.



11th highest GDP per capita in Africa

70% of Tunisia's trade is with the European Union

Free Trade Agreements with the EU, Jordan, Common Market for Eastern and Southern Africa or the AfCFTA

Considering joining the Economic Community of West African States (ECOWAS)



Tunisia's Main Sectors

Tourism

- 4th most visited African country (9,4 million).
- Competitor of Turkey, Egypt, Cyprus or Malta.

Agriculture and agri-food products

- Agriculture accounts for 12% of the GDP.
- 30-45% of the dates sold in the US, are imported from Tunisia.
- 20% of farm products are exported.

Oil and Natural Gas

- Tunisia produces 41,634 barrels per day of oil (as of 2016) ranking 68th in the world. Tunisia produces every year an amount equivalent to 3.6% of its total proven reserves

Automotive Industry

Automotive sales and services represent one of Tunisia's major economic sectors. Tunisia does have a small car-assembly industry.



Tunisia's Opportunities and Success Stories

Opportunities

- Renewable energies
- Tourism
- Development of the transportation infrastructure and facilities

Success Stories

- GoMyCode
- InstaDeep
- Expensya

Egypt

Is labeled as the oldest country in the world.

Is the Arab world's most populous country (107 million).

Most of the territory is located in Africa however the Sinai Peninsula is in Asia. It has strong ties with African and Middle Eastern countries.

Egypt is the largest regional provider of migrant labor to the Middle East.



3rd highest GDP in 2019 in Africa and the 2nd largest in the Arab world

Free Trade Agreements with the EU, AfCFTA, GAFTA, EFTA, Mercosur or Turkey

Moreover, Egypt has individual agreements with countries such as Jordan, Lebanon, Syria...

Egypt controls the Suez Canal

In 2020, almost 19,000 ships crossed the canal.

The revenue generated accounted for 5,6 billion USD.



Egypt's Main Sectors

Tourism

- Most visited African country in 2019.
- It had 13 million visitors, 15% more than in 2018.

Food Processing

- It is one of the fastest growing sectors.
- Average Egyptian consumer's consumption of processed foods has increased 40% in less than a decade.
- The Arab region accounted for most of the exports due to the numerous trade agreements.

Textiles

- It is considered to be the first sector in terms of the labour force, 50% of which are women.
- The US (50%) and the EU (30%) are the biggest importers.

Chemicals

- The Indian chemical group Sanmar had invested in 2015 \$1.45bn in the country.
- \$350m in the expansion of the Port Said PVC's plant.



Egypt's Opportunities and Success Stories

Opportunities

- Tourism
- Renewable Energies
- Construction Market
- Food Processing Industry
- Oil and Gas exploration

Success Stories

- Instabug / Tagaddod
- Biodiesel Misr
- MerMaid
- Mumm
- Taskty



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